



## STREET SMART

### The idea

The major streets of the city are closed down for the regular traffic and are opened for children and community. It welcomes children from all demographics to feel free and safe – free to set up games, activities, stalls etc. and safe for them to have childhood experiences where the message is *the city cares for its youngest protagonist*.

The street becomes a playground and a canvas for children where they can own the city and leave their mark on the landscape of the city.

**Street Smart** offers a perfect platform for children

- to be **SEEN** as competent creative contributors of and in the society
- to be **HEARD** as they too have voice and choices that commands respect, and
- to be **TALKED ABOUT** as *protagonists* who are not passive recipients but *active* participants in the city.

**Street Smart** is a partnership between different stakeholders in the city. These relationships ensure that these events will be sustained and that the entire city takes the responsibility of taking care of childhood.

aProCh takes responsibility of coordinating the entire event and acting as a liaison between the respective co-ordinates.



**Event Host:** takes up the ownership & designs a street exclusively for children and childhood experiences.

**Traffic Police/ Municipal Corporation:** provides support for

- closing the road to traffic for pre-event set-up and for the duration of the event
- re-routing traffic by providing additional traffic police
- providing barricades to stop traffic
- Providing security during the event.
- Provides permission to use the road

**Press & Media:** Partnership with press and media is encouraged to ensure visibility and reaching out to mass public.

**Citizens & experts:** Local citizens, artists, magicians, sportsmen can also volunteer their time and expertise for the sake of children.

**Children:** Special efforts are made to make sure that Street Smart creates community of children from all demographics. NGOs, municipal schools and other organizations.

## Street Smart Design

### Street Selection

A street that

- typically runs through the center of the city
- is close to a public park
- is visited frequently by families
- allows traffic to be re-routed easily
- can accommodate 3000 – 5000 children.

### Event Date Selection

aProCh conducts Street Smart programs on these public holidays

- August 15
- October 2
- December (date as per I can awards)
- January 26

### Event Duration and Time

Event duration is normally 3 – 4 hours. The programme is scheduled from 4 pm – 7 pm.

## Stage

Dance workshop  
Performances

Live Band  
Music workshop

Magic /Puppet Show

## Activities

## Street

Face Painting  
Heena/Hair art

Pottery / Canvas  
/Hubcap painting

Hop Scotch/  
Mazes/ Swings /  
Trampolines

## Street Smart Planner

### 1 Month before

	aProCh Signs up Street Smart host
	aProCh sends out Letter of Permission to conduct Street Smart to Police Commissioner (Traffic) in duplicate – <b>(Sample 1)</b>
	Present Street Smart to host school, students and faculty.
	Give application to Municipal Corporation for Light, Sound and Stage arrangements and electricity source <b>(Sample 2)</b>
	Make bookings with experts – artists, magician, puppeteers, etc.

### 2 Weeks before

	aProCh to follow up with host school for activities / help
	Invite Schools, NGOs, Volunteers
	Update Websites
	Decide list of activities for the event
	Get Street Smart banners made with host and aProCh logos <b>( Sample 3)</b>

### 1 Week before

	Give program details to aProCh
	aProCh makes flyers for event circulation <b>( Sample 4)</b>
	aProCh makes Press briefs for circulation <b>(Sample 5)</b>
	Plan out Street Layout
	Assign responsibilities to activity heads and teams
	Confirm event date and time with agencies outside school

### Post Event Activities

	Thank you letters, calls, emails to partners, volunteers, donors, agencies, Press
	Send event pictures to press with write-up
	Make Event Posters and circulate to all partners <b>(Sample 6)</b>
	Legacy Installation



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**Sample: 1**

**Mr. Harikrishna Patel**

Jt. Commissioner of Police,  
Ahmedabad.

Cc: Navrangpura Police Station  
Traffic branch, Mithakhali.

August 26, 2014

**Re: Street Smart event by aProCh on Sunday, 28<sup>th</sup> September, 2014**

Dear Sir,

'**Street Smart**' is an initiative that 'aProCh' offers, where main roads close down (one day in a month) for traffic, and welcomes children and the community to feel safe. This initiative is a partnership between the city and its youngest citizens where the message is about '*caring for and nurturing childhood*'.

We have scheduled the next Street Smart event on **Sunday, September 28, 2014** at Law Garden from 5:00 pm to 7:00 pm. Contractors will set up stage and light and sound facilities from 1 pm onwards. We seek your kind permission to cordon the road from **Tap Circle to Shree Balaji Alfa Bazar Mall** from **1:00 pm to 7:00 pm** on **Sunday, September 28<sup>th</sup>, 2014**.

With the co-operation of your office, since 2007 we have organized **39** Street Smart events at Law Garden, Vastrapur Lake Road and C.G Road. Since 2007, through Street Smart programs alone, we have been able to reach out to more than 80,000 children.

We once again look forward to your positive response and a continued relationship in making Ahmedabad a Child Friendly City.

Thank you

Sincerely  
Kirti Zala  
aProCh.org  
+91 99251 55925

Sample: 2

To  
Mr. Mukesh Kumar  
The Municipal Commissioner  
Ahmedabad Municipal Corporation  
Ahmedabad.

July 21, 2016

**Re: Request for use of Law garden street & Riverfront for aProCh Street Smart events**

Dear Sir,

'Street Smart' is an initiative that 'aProCh' offers, where main roads close down for traffic and welcomes children and the community to feel safe. This initiative is a partnership between the city and its youngest citizens where the message is about '*caring for and nurturing childhood*'.

**AMC** has given 'aProCh' its continued support in all its endeavors. Since 2007, we have organized **Forty Four** Street Smart events at **Law Garden, Vastrapur Lake Road and Kankaria Carnival**, reaching out to over **1,00,000 children** from all walks of life. Street Smart provides a perfect environment for children to experience safety, curiosity and exploration.

aProCh has scheduled the next Street Smart events on the following dates

Street Smart	Day	Place	Year
15 <sup>th</sup> August	Monday	Law garden	2016
2 <sup>nd</sup> October	Sunday	Law garden	2016
14 <sup>th</sup> November	Monday	Law garden	2016
3 <sup>rd</sup> December	Sunday	Riverfront	2016
26 <sup>th</sup> January	Thursday	Law garden	2017

We request Ahmedabad Municipal Corporation for providing support for the light, sound and stage facilities at one of the Street Smart program.

We would appreciate if we can get the No Objection Certificate for the following dates by **August 1, 2016** so that we can forward the intimation to Ahmedabad Traffic Police for further proceedings.

We thank you for your continued support in making Street Smart a city-wide initiative and therefore making Ahmedabad a Child Friendly City.

Sincerely

Kiran Bir Sethi  
Founder/Director  
aProCh



## *Celebrating Republic Day* *Khel Kud*



Sunday, 26 January, 2014 / Law Garden / 4 to 6 pm



**aProCh**  
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**40+ Institutions with International Footprints**

  
STREET SMART  
*Presents*



*This*  
**Independence Day**  
*the streets of*  
**Law Garden will come alive!**

March Past | Gully Cricket | Science Fun Activities  
Trampoline | Group Dances | Face Painting  
Street Play | Skating | Pottery | Dancing with DJ  
Collage Making | Rakhi Making & Much More!

MONDAY, 15TH AUGUST | 4-6 PM  
LAW GARDEN STREET

*Partners*

  
aProCh | Making our cities  
Child Friendly  
A Protagonist in every Child

  
KALOREX  
Shaping Glocal Learners





**www.cps.kalorex.org/ghatlodia**  
Contact : Sahil Vaghela - 9687633889

Sample: 5



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# Street Smart

## Celebrating Independence Day

&

## 9 years of aProCh

**Monday | Aug 15, 2016 | 4:00 – 6:00 pm | Law Garden**

**Street Smart** offers the perfect platform for children to claim ownership of their own city. Streets transforms into a playground for children where culture, community and safety is the order of the day. aProCh has partnered with AMC, Ahmedabad Police, Schools and NGOs to organize **44 Street Smart events since August 2007.**



is hosting this special **Street Smart** event to celebrate **"Independence Day"** on 15 August, 2016. Calorx Public School Ghatlodia aims at all round development of the child / individual. The mission of Calorx Public School - in partnership with families, the community, and businesses - is to provide all our students with equal access to a high quality education in a safe, healthy, challenging, and caring environment.

### Street Smart Program Logistics:

The Law Garden Street from **Alfa Balaji Mall to Tap Circle** will be closed for traffic from 1 pm. The program will start at 4 pm and end at 6 pm.

### Program Details:

**"SPECIAL FEATURE"**

**March Past**

### ATTRACTIONS:

- Art and Craft
- Singing Performances
- Tattoo / Face Painting
- Dance Performances
- Magic Show
- Science Fun activity
- Trampoline
- Skating

### NGO's Invited:

- Samvedana
- Sarjan
- Arzoo
- Abhisar
- Shwas

### Friends of aProCh

Ahmedabad Municipal Corporation | Ahmedabad Traffic Police | Gujarat Law Society

Apple Global School | U S Pizza | Mamaji Graphics



# aProCh

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## Independence Day

Hosted by Calorx Public School, Ghatlodia

Monday, 15 August, 2016 | 4 - 6 pm | Law Garden



Sample: 6

